

# **AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS**

(check applicable box)

☒ **FEDERAL CANDIDATE**    ☐ **STATE/LOCAL CANDIDATE**

**To Avail Themselves of the Lowest Unit Charge During a Political Window, Federal Candidates Must Sign Candidate Certification below.**

<b>Station and Location:</b> <div style="font-size: 1.2em; margin-top: 10px;">WRAL-TV      Raleigh</div>	<b>Date:</b> <div style="font-size: 1.2em; margin-top: 10px;">10/29/2012</div>
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I, Robert Holding  
 being/on behalf of: George Holding, a legally  
 qualified candidate of the REP political  
 party for the office of: US Congress - D13  
 in the General  
 election to be held on: 11/06/2012  
 do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
		as ordered			

**Total Charges:**

\$ 10,000.00

For programming that "communicates a message relating to any political matter of national importance," list the matters below:

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I represent that the check for the above described broadcast time has been furnished by:

George Holding For Congress Committee

and you are authorized to announce the time as paid for by such person or entity.

I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

Name, address and phone number of contact person for candidate or candidate's authorized

committee PLUS name of treasurer (if different):

Tom Boyle - Treasurer  
Robert Holding - 2324 Ocean Point Ln - Wilmington, NC 919795 7600

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

**To be Signed by Candidate or Authorized Committee**

10/29/2012  
Date

RH Holding  
Signature

**TO BE SIGNED BY STATION REPRESENTATIVE**

☒ Accepted

☐ Accepted in Part

☐ Rejected

Marian Bell  
Signature

MARIAN BELL  
Printed Name

Sales Mktg Director  
Title

10/29/2012

## CANDIDATE CERTIFICATION

**In Order For Federal Candidates to Receive The Lowest Unit Charge During a Political Window, the Following Certification is Required:**

I, George Holding For Congress Committee

(name of federal candidate or authorized committee) hereby certify that the programming to be broadcast (in whole or in part) pursuant to this agreement:

☐ does ☒ does not

refer to an opposing candidate (check applicable box). I further certify that for the programming that does refer to an opposing candidate:

(check applicable box)

- ☐ the radio programming contains a personal audio statement by the candidate that identifies the candidate, the office being sought, and that the candidate has approved the broadcast.
- ☐ the television programming contains a clearly identifiable photograph or similar image of the candidate for a duration of at least four seconds, and a simultaneously displayed printed statement identifying the candidate, that the candidate approved the broadcast, and that the candidate and/or the candidate's authorized committee paid for the broadcast, of candidate or authorized committee

Robert Holding George Holding For Congress Committee  
signature of candidate or authorized committee

Robert HOLDING  
printed name

10/29/2012  
date

**From:** R P HOLDING <robertholding@aol.com>

**To:** MBell <MBell@wral.com>

**Subject:** BUY : GEORGE HOLDING FOR CONGRESS. START 10/30 END 11/05 GROSS 10,000 NET 8500

**Date:** Mon, Oct 29, 2012 8:03 am

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M-S 11:00 NEWS- 7X AT 650=4,550 M-F 6:00 NEWS 5X AT 650= 3,250 M-F 5:00 NEWS 4X AT 550= 2,200  
TOTAL 10,000 GROSS NET 8500. MARIAN -- I AM SENDING AGREEMENT FORMS IN A FEW. THE CHECK WILL  
BE DELIVERED THIS MORNING. WE CAN DO REVISIONS IF CLEARANCE IS A PROBLEM. THANKS

A handwritten signature in black ink, appearing to read "R.P. Holding", with a long horizontal line extending to the right.

**CONTRACT**

**WRAL-TV**  
**2619 Western Blvd**  
**Raleigh, NC 27605**  
**(919)821-8514**

And:

**PEM Management Corporation**  
**8305 Falls of Neuse Rd #205**  
**Raleigh, NC 27615-3547**

<u>Contract / Revision</u> 120041 /		<u>Alt Order #</u>
<u>Product</u> 10/30 - 11/5 flight		
<u>Contract Dates</u> 10/30/12 - 11/05/12		<u>Estimate #</u>
<u>Advertiser</u> George Holding for Congress		<u>Original Date / Revision</u> 10/29/12 / 10/29/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> WRAL	<u>Account Executive</u> Marian Bell	<u>Sales Office</u> WRAL Local
<u>Special Handling</u>		
<u>Demographic</u> Adults 25-54		
<u>IDB#</u>	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u>		<u>Advertiser Ref</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 1	WRAL	10/30/12	11/05/12	Late News	11-1135p		:15/:15			BK	7	\$4,550.00
	Class 4											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-111111				6	\$650.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	6	WRAL	10/29/12-11/04/12	Late News	11-1135p	-TuWThFSaSu	:15/:15		\$650.00	BK		
	See MG 1.8											
	8	WRAL	10/29/12-11/04/12	Follows Late Ftbll/Bball	11:30pm-12:05am	MTuWThFSaSu	:15/:15		\$650.00	BK		
	Ⓜ MG for 1.6 11/04											
Week:		11/05/12	11/11/12	1-----				1	\$650.00			
N 2	WRAL	10/30/12	11/05/12	6pm News (M-F)	6-630p		:15/:15			BK	5	\$3,250.00
	Class 4											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-1111--				4	\$650.00			
Week:		11/05/12	11/11/12	1-----				1	\$650.00			
N 3	WRAL	10/30/12	11/05/12	5:00 First News	5-530p		:15/:15			BK	4	\$2,200.00
	Class 4											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-1111--				4	\$550.00			
Week:		11/05/12	11/11/12	-----				0	\$550.00			
<b>Totals</b>											<b>16</b>	<b>\$10,000.00</b>

Time Period	# of Spots	Gross Amount	Net Amount
10/29/12 - 11/05/12	16	\$10,000.00	\$8,500.00
<b>Totals</b>	<b>16</b>	<b>\$10,000.00</b>	<b>\$8,500.00</b>

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.

In compliance with FCC rules, Capitol Broadcasting does not discriminate in advertising arrangements on the basis of race or ethnicity. Any advertising arrangement with any station intended by the advertiser to discriminate in such manner shall be considered null and void.